

### ABSTRACT OF THE DISCLOSURE

A flexible, programmable messaging system and method for associating specific happenings with particular services and users associated with those services is disclosed. The contact means for the users are held in a single database with retrievable historical information regarding the user and/or the service. Users and administrators are defined where the user may exercise a group of predetermine privileges. Users may subscribe and un-subscribe to one or more services. The administrator may exercise more privileges or all the privileges, and the additional privileges will include creating messages related to specific happenings, editing of the billing for the service, editing subscription forms, managing the members of a service and tracking the delivery of message. The presentation pages and the messaging format are arranged using templates with predetermined information and formats that may be programmable. The system is arranged in a client/server arrangement where standard servers can be used. The users administrators, and messaging systems include virtually all forms of communications.